

David Winters

Director of Engineering
San Francisco Bay Area

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Profile

- Over twelve years experience in software development, specializing in Java, e-Commerce, Internet, and database technologies. Expertise in developing mission-critical, scalable enterprise application products which support multiple J2EE platforms and database vendors.
- Leader that provides technical mentoring and strategic software direction. Interfaces effectively with all levels of management and across functional groups.
- Ability to attract and retain technical staff, both in-house and offshore, even during challenging conditions.
- Strong technical design and programming skills. Understands all layers of programming including database, application server, Internet protocols, and GUI clients. Continually seeks out relevant and applicable new technologies.
- Product expert with significant customer facing experience. Involved in customer sales briefings, professional services implementations, and on-going technical support.
- Big picture thinker with proven ability to make intelligent trade-offs between scope, schedule, and technical priorities to deliver optimal results for the business.
- Adept at juggling multiple projects with constantly changing priorities across geographically dispersed locations including in-house and offshore staff members.
- Excellent verbal and written communication skills. Able to address technical and non-technical audiences with ease.

Professional Experience

2004 - 2006: Director of Engineering

Blue Martini Software, Inc. -- San Mateo, CA

Managed the engineering teams, comprising a staff of 18 people, responsible for Blue Martini's multi-channel retail CRM products, including Relationship Marketing, Business Intelligence, and Clienteling, as well as the release engineering, localization, and documentation teams.

- Managed the team of engineers responsible for Blue Martini's Relationship Marketing product, encompassing real-time, event-based dialogue marketing programs, email campaigns, direct mail campaigns, campaign planning, and customer segmentation.
- Managed the team of engineers responsible for Blue Martini's Business Intelligence product, encompassing data collection, data transfer (ETL), data warehousing, analysis, reporting, and visualization.
- Managed the team of engineers responsible for Blue Martini's Clienteling product, encompassing personalized loyalty-based marketing programs and events coordination, client profile management, customer transaction history, up-sell and cross-sell product recommendations, service ticket status, and sales associate effectiveness reports.
- Frequently involved in sales and implementation cycles, presenting product architecture and vision to both prospects and customers, and providing technical advice on implementations.
- Routinely involved in technical support and customer escalations, understanding customer issues, setting expectations, and managing customer issues to resolution.
- Took significant ownership of the product requirements process and worked closely with customers and prospects, along with product management and sales, to define and refine product requirements.
- Managed release engineering team, responsible for release delivery, continuous automated build and unit-test system, bug-tracking system, source version control system, and engineering tools. This included support of four geographically separated development teams.
- Managed the release for Blue Martini's multi-channel retail CRM products, including Commerce, Contact Center, Relationship Marketing, Business Intelligence, Clienteling, and Developer Studio.
- Managed the facilities and server rooms of the corporate office building in San Mateo, CA.

2000 - 2004: Technical Architect / Senior Software Engineer Blue Martini Software, Inc. -- San Mateo, CA

Technical lead and architect for Blue Martini's Contact Center product, one of the first web-based call center products with full quick key support. Contact Center allows CSR's to support B2B and B2C customers by processing orders, quotes, returns and payments, managing accounts and organizations, tracking all customer interactions, and suggesting cross-sell and up-sell product recommendations.

- Built using the MVC design pattern and a proprietary Java web application framework similar to Struts. Programmed the presentation layer in JSP. Utilized technologies similar to EJB and Web Services.
- Employed a layered API architecture for reusability of existing Blue Martini Commerce API's.

- Designed and implemented the user and group administration, access control interfaces, and sales extranet portal.
- Provided mentoring to senior engineers on design, implementation, and enhancement of enterprise applications.
- Provided vision for a migration path from Blue Martini's existing call center web application.
- Worked closely with marketing and user experience teams to define and refine product requirements.
- Main contact and owner for all technical issues involving technical support, quality assurance, technical publications, and product management teams.

Architect for Blue Martini's B2B Commerce API. Modules included: Account Management, Lead Generation, Product Catalog, Contract Pricing, Order and Payment Processing, Personalization, Promotional Pricing, Product Configuration, Quoting, and Website framework.

- Designed and implemented a large portion of the product's functionality over 4 years.
- Advised and reviewed technical designs on B2B functionality and integrations.
- Supported customers, partners, and consultants through web forums and architecture review committee meetings.
- Regular presenter at company-wide knowledge transfer sessions.
- Estimated engineering effort for new product features and offerings.

Contributor at all levels of the Blue Martini Commerce architecture.

- Implemented GUI features using Swing for the Blue Martini Enterprise Desktop product.
- Database Interface Specialist
 - Significant experience with porting applications to multiple database vendors, and developing database applications that scale to support high-volume transactional systems.
 - Developed a catalog preview feature which made extensive use of database table pivoting and aggregation techniques.
 - Enhanced a cross-platform database-specific bulk import/export utility to support LOB columns.
- Member of multiple CEO-level teams to rapidly develop new products.
 - Designed and implemented proof of concept to demonstrate integration between Blue Martini's quote management and an acquired company's product configuration software.
 - Developed a new dynamic content portal feature to support a software sale to a distinguished higher learning institution.

2000: Principal Consultant

Blue Martini Software, Inc. -- San Mateo, CA

Technical lead for a cross-functional group of 15 developers, product managers, quality engineers, UI designers, and system administrators. Designed and implemented e-Commerce websites, including the website architecture that became the standard reference implementation for the company.

- Involved in requirements gathering, scope definition, and gap analysis of existing functionality. Developed system architecture, setup development environment, created database design, configured web servers, and led development and testing.
- Mentored development team and helped them become the core of the consulting practice.
- Launched a full-fledged online store for the U.S. Olympic Committee in only 44 days, in time for the 2000 Olympics opening ceremonies.
- Set the standard for coding best practices and trained consultants and partners.
- Optimized the code review process to target review of the most critical code and provide customers with written evaluations. Transferred knowledge to other consultants to perform code reviews in the field.
- Developed single sign-on proof-of-concept with LDAP integration and helped sell to prospect landing a multi-million dollar sale.
- Supported various internal departments including technical support, publications, and education. Traveled to customer sites to help resolve escalated issues and troubleshoot stability problems.

1997 - 2000: Solutions Architect

Silicon Graphics, Inc. -- Mountain View, CA

Designed and implemented web-based software for SGI customers. Responsibilities included: gathering customer requirements, evaluating viable technologies for delivery, software design and development, database design and administration, integration of third party software, system tuning and troubleshooting, and customer training.

- Architected, designed, and developed a J2EE and Oracle based solution to promote the web marketing initiative of a senior citizen portal. Designed the components to easily integrate with an externally built user-interface. Components

included lead generation, integration of a site locator, package fulfillment, application forms, and pricing and inflation calculators. Also created a backup plan and performed basic tuning of the Oracle database.

- Architected and designed directory and messaging services, and web hosting solutions for a multi-institutional higher education organization. Also developed a custom web hosting application that provided users with a simple way to administer and manage their web content and virtual domains. Programmed using object-oriented Perl5, C, and LDAP.
- Created [persistent](#) middleware to store and retrieve objects to and from relational databases, text and indexed files, and LDAP directories. Programmed in object-oriented Perl5; system accepted to the *Comprehensive Perl Archive Network* ([CPAN](#)).
- Integrated the manufacturing and design systems of a large aircraft company using Perl and CGI.
- Automated a workflow process for a state government organization that previously required paper forms to be circulated between approximately 20 different departments. Provided on-site training for both the administrators and users of the application. Developed in object-oriented Perl5 and Oracle SQL*Plus.
- Developed and integrated a series of intranet applications for a telco that included on-line news, URL management, and home page construction. Supported middleware and an Oracle database for other collaborating developers. Programmed using object-oriented Perl5, Server-side JavaScript with LiveWire Pro, Oracle SQL*Plus, and LDAP.
- Designed and developed an e-commerce application for a management consulting firm to provide online surveys. Coordinated set-up of the Internet Merchant Bank Account, ISP, and CyberCash payment processing. Programmed in object-oriented Perl5.

1995 - 1997: Staff Programmer

Silicon Graphics, Inc. -- Mountain View, CA

Built a corporate data warehouse that provided sales and marketing data to hundreds of users for a three billion dollar company.

- Designed and developed software to extract, clean, load, and transform transactional data into a data warehouse. Programmed in C with Sybase DB-Library, SQL, and various shell scripts on SGI hardware.
- Created mission critical web-based reporting applications in Perl, JavaScript, and HTML.
- Improved overall system performance using concepts such as set-based processing and multithreading.

1994 (Summer): Intern

CompuServe, Inc. -- Columbus, OH

- Programmed data entry forms in C for H&R Block's Rapid Refund electronic tax filing software.

1992 - 1993 (Summer and Autumn): Intern

IBM Corporation -- Boca Raton, FL and Raleigh, NC

- Developed GUI applications and test tools in C and diagnosed problems with the OS/2 Kernel debugger.

Skills Summary

Extensive knowledge of scalable, fault-tolerant n-tier enterprise software architectures, high volume e-commerce systems, customer relationship management software, large-scale databases, data transfer processes, database design, OLTP systems, and development of applications that support both internationalization and localization.

Methodologies:	Agile Development, Extreme Programming, Project Management, Object-Oriented Analysis and Design, Unified Modeling Language (UML)
Languages:	Java, C, SQL, JavaScript, Perl, Ant, Bourne Shell, 680x0 and 80x86 Assembly
Databases:	Oracle (Master's Certificate), Microsoft SQL Server, Sybase, IBM DB2, MySQL, mSQL, MicroStrategy DSS Suite (Gold Certification)
Operating Systems:	UNIX (SGI IRIX, Linux, Solaris, HP-UX), Windows
Java:	J2EE, Servlets, JSP, JDBC, Swing, JMS, JNDI, Struts, BEA WebLogic, IBM WebSphere, Apache, JRun, JBuilder, IntelliJ
Web-related:	HTTP, CGI, TCP/IP, LDAP, HTML, XML, Web Services, Payment Processing (CyberSource and CyberCash), Hummingbird SearchServer

Education

The Ohio State University -- Columbus, OH

B.S. in Computer and Information Science from the College of Engineering, Cum Laude